Unit III

4. Analyze a product that has followed the traditional IPLC (e.g., automobiles, televisions) and one that deviates from it (e.g., software, streaming services). Why do some products not fit the IPLC model ? **12**

Or

Compare the branding strategies of two global competitors in the same industry (e.g., Coca-Cola vs. Pepsi, Samsung vs. Apple). Why does one brand dominate in certain regions ?

Unit IV

5. Evaluate the effectiveness of pricing strategies such as penetration pricing, skimming, and psychological pricing in international markets. Illustrate with successes (e.g., Netflix) and failures (e.g., JCPenney in Mexico). **12**

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M.B.A. EXAMINATION, 2026

(From 2019-20 Onwards)

(Fourth Semester)

(Re-appear Only)

SPL-MARKETING INTERNATIONAL MARKETING

Time : 3 *Hours*] [*Maximum Marks :* 80

Note : There are six questions in all. Q. No. **1** is compulsory having ten questions of 2 marks. Q. Nos. **2** to **6** have internal choices and attempt *one* question from each Unit for 12 marks each.

(Compulsory Question)

1. Write short notes on the following : **10×2=20**

(a) Global Marketing Environment

(b) Polycentric Marketing framework

(c) Market Surveys

(d) Joint Ventures

(e) PLC Product Life-Cycle

(f) Packaging

(g) International Pricing Strategies

(h) Price Distortion

(i) Sales Promotion

(j) e-Marketing.

Unit I

2. What is the significance of cultural, economic, political, and legal factors in international marketing ? How do these factors influence a firm's marketing strategy ? **12**

Or

How does a company decide whether to adopt a global standardization strategy or a localized marketing strategy ? Discuss with real-world examples.

Unit II

3. Define international marketing research and explain its significance in global business strategy. How does it differ from domestic market research ? Discuss with examples. **12**

Or

What are joint ventures (JVs) and strategic alliances ? Analyze their role in mitigating risks in politically or culturally complex markets, with examples.

Or

Examine 'dumping' as an international pricing strategy. How do WTO anti- dumping measures (e.g., EU tariffs on Chinese steel) affect global trade dynamics ?

Unit V

6. Examine the role of public relations (PR) in international promotions. How do companies manage crises across different markets ? **12**

Or

Define international e-Tailing and explain its significance in global commerce. How does it differ from traditional retailing ? Discuss key drivers of its growth.

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